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# Supporting Technology Adoption through Strategic Planning

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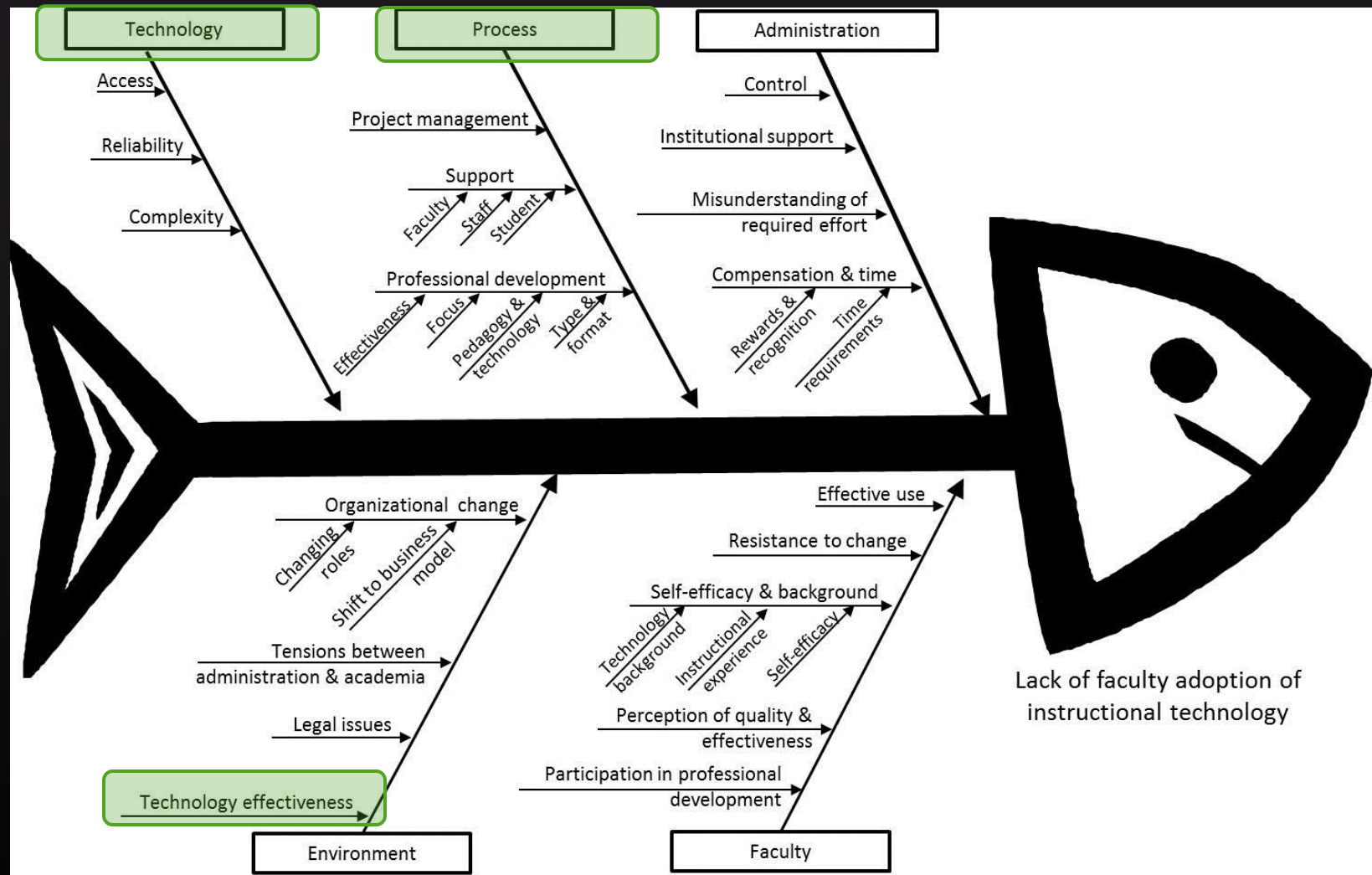
# *Supporting Technology Adoption through Strategic Planning*

{ Pat Reid,  
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- & Quick review of barrier types
- & Layers of technology
- & Where are people at?
- & The curve
- & Planning for success
- & Roger's theories (beyond the bell)

## Overview

{ barriers



# 5 categories of barriers

& Access

& Reliability

& Complexity

technology

& Project management

& Support

& Faculty Professional Development

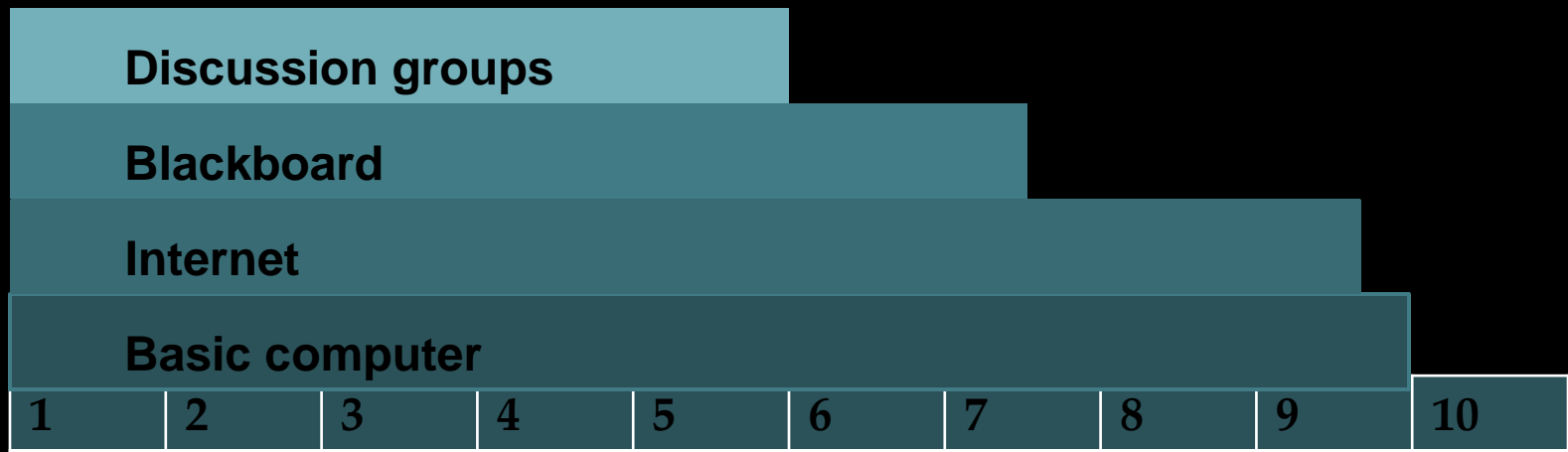
process

- & Organizational Change
- & Tensions between administration and academics
- & Legal Issues
- & Course and technology effectiveness

environment



{ layers



**Layers of instructional technology comfort**

Managing discussion groups

Managing class discussions

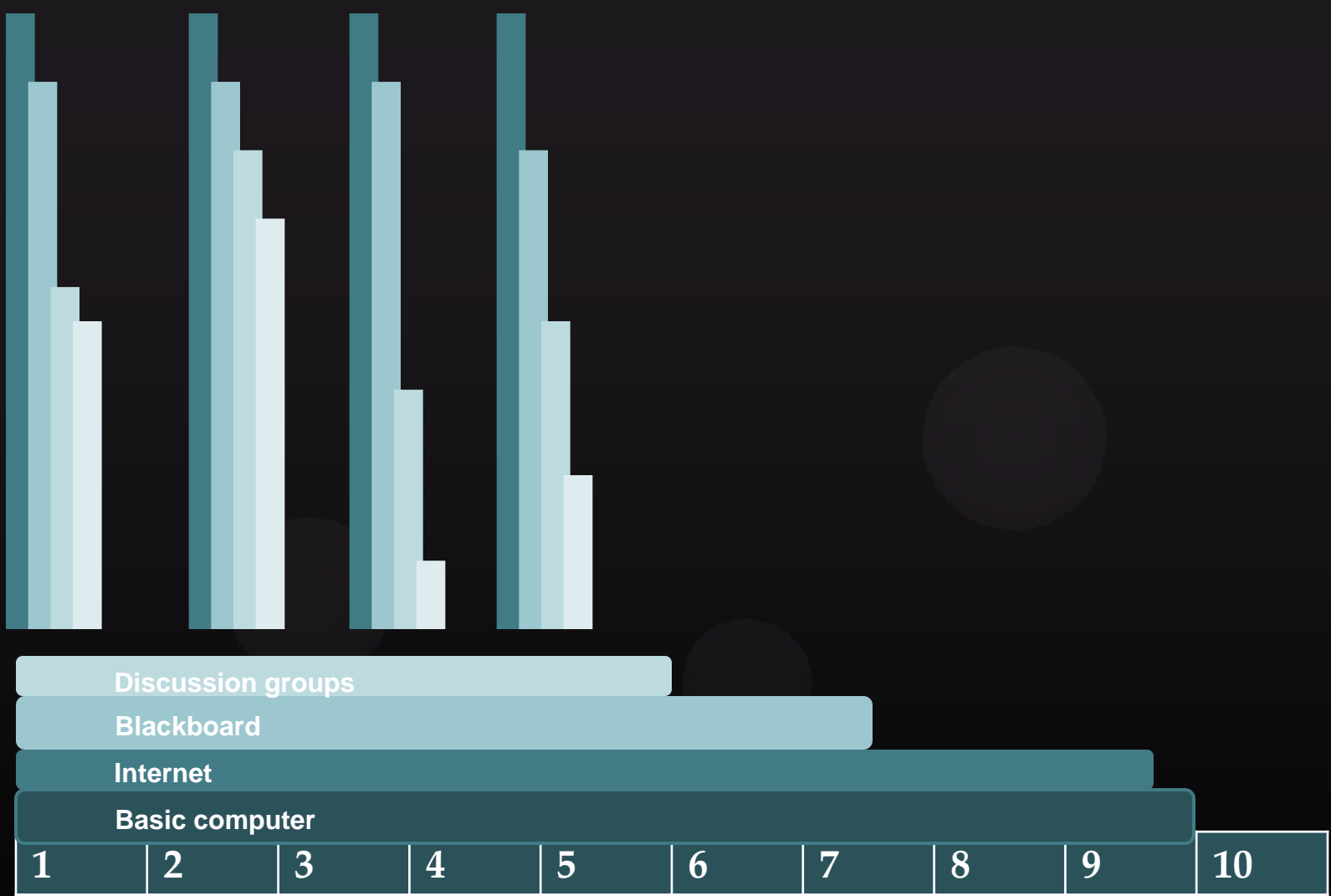
Asking questions

Lecturing

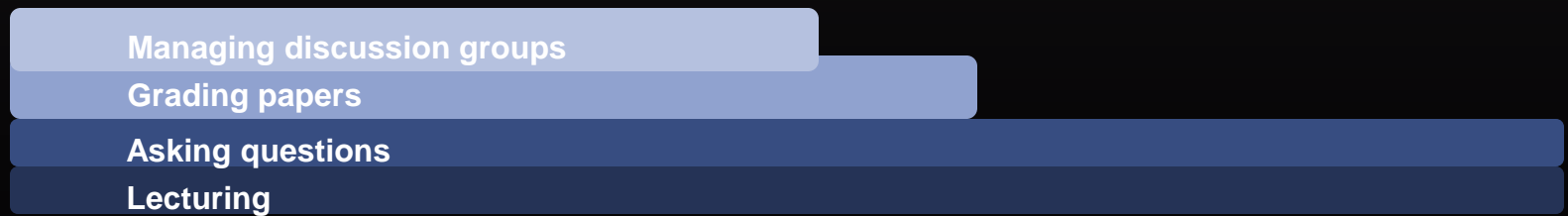
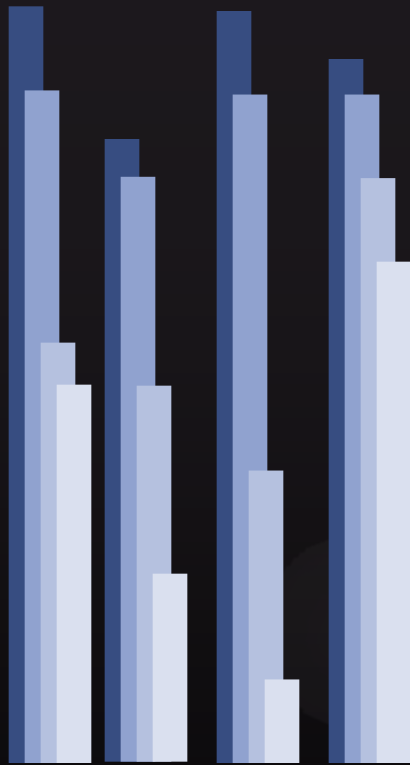
1	2	3	4	5	6	7	8	9	10
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layers of pedagogy comfort

{ where are people at?

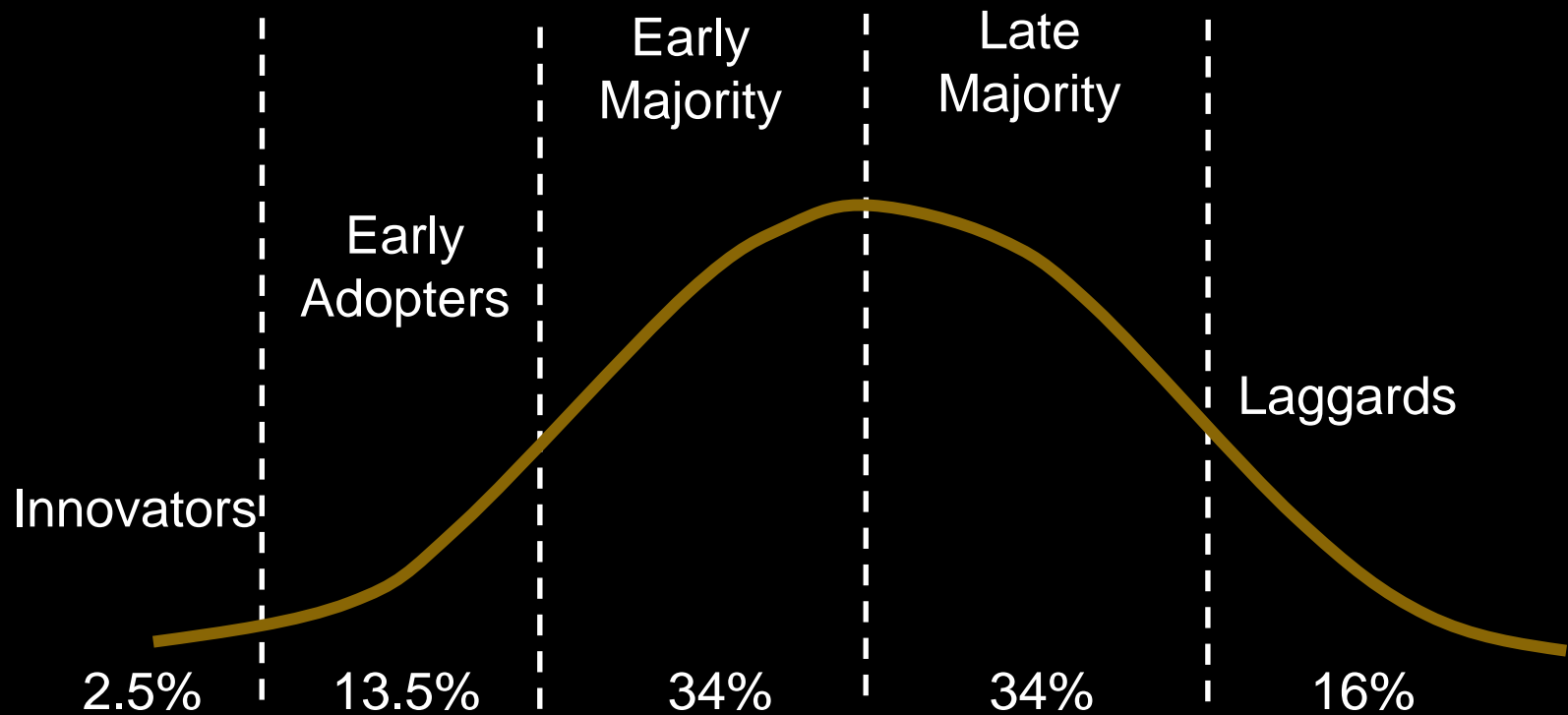


layers of technology comfort



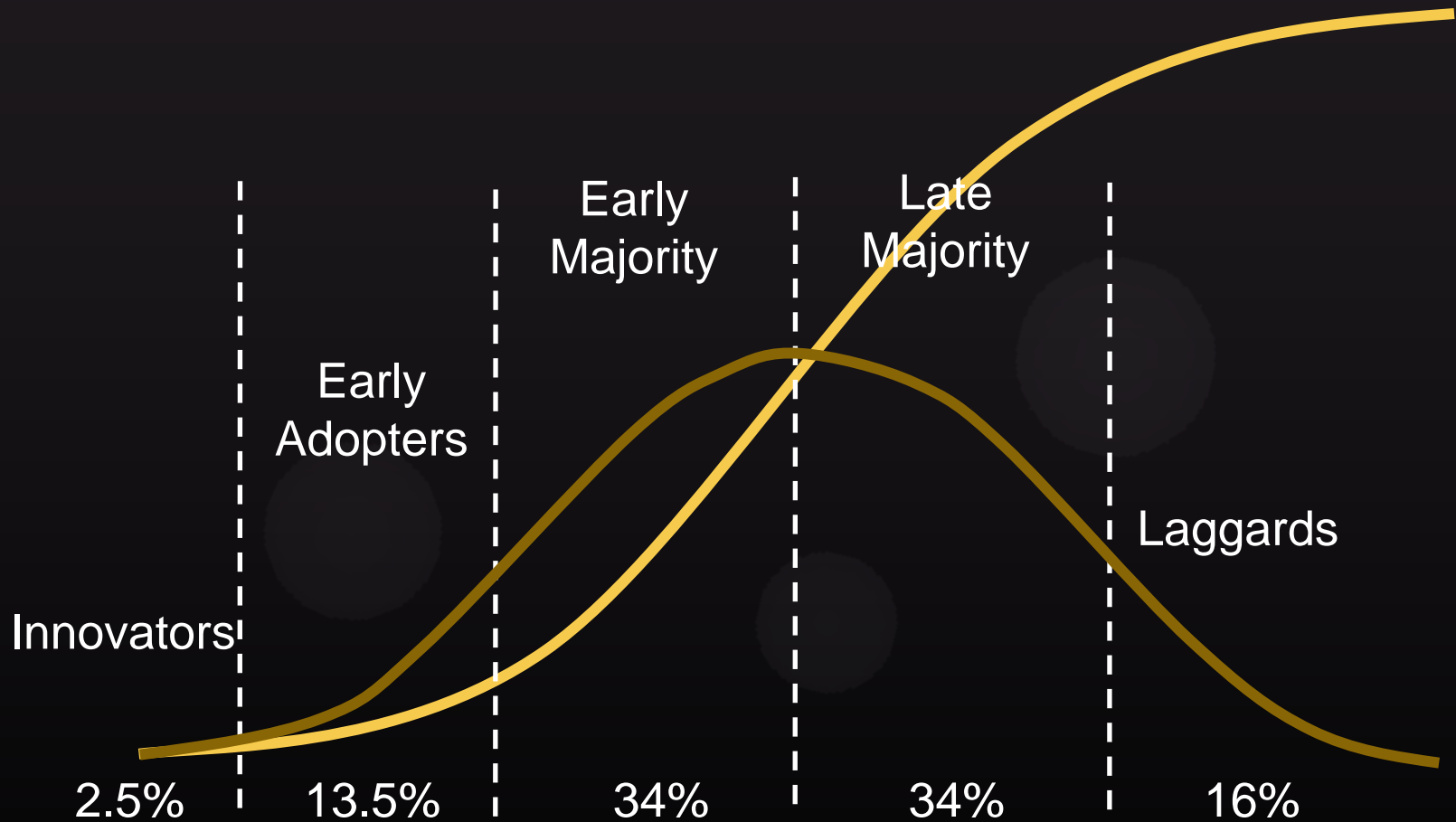
layers of pedagogy comfort

{ the curve



**Individual innovativeness theory**



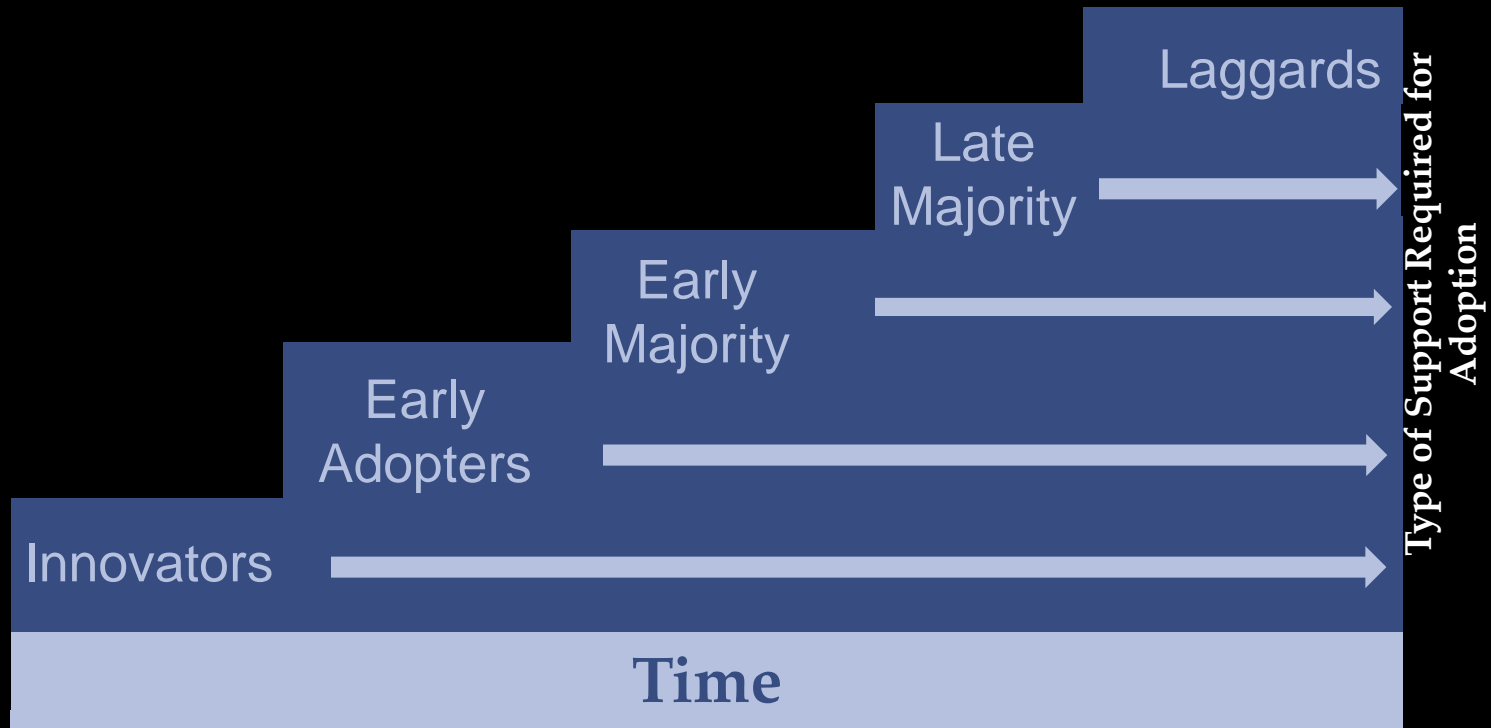


rate of adoption

{ beyond the curve

1. time
2. innovation itself
3. communication channels used

factors influencing  
innovation adoption



time and adoption

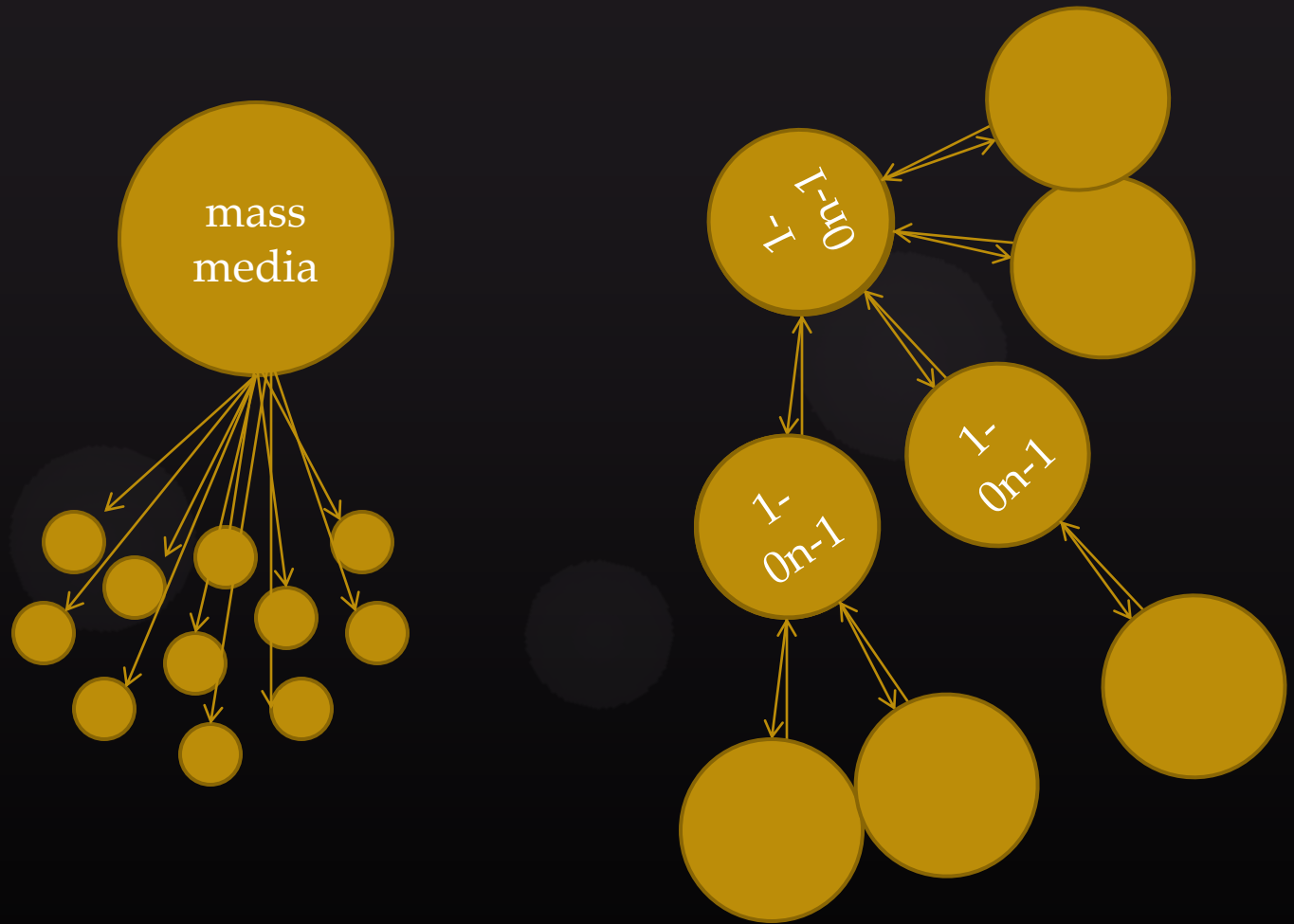
{ planning for  
success

⌘ Successful implementation will mean...

- ⌘ 10 faculty adopting by end of fall semester
- ⌘ 25 inquiries (email, phone, in-person, etc.)
- ⌘ 25 more committed to trying by spring
- ⌘ At least 3 colleges represented

define it

{ detailing the plan



communication channels used



Stages in individual adoption

& Awareness

& Interest

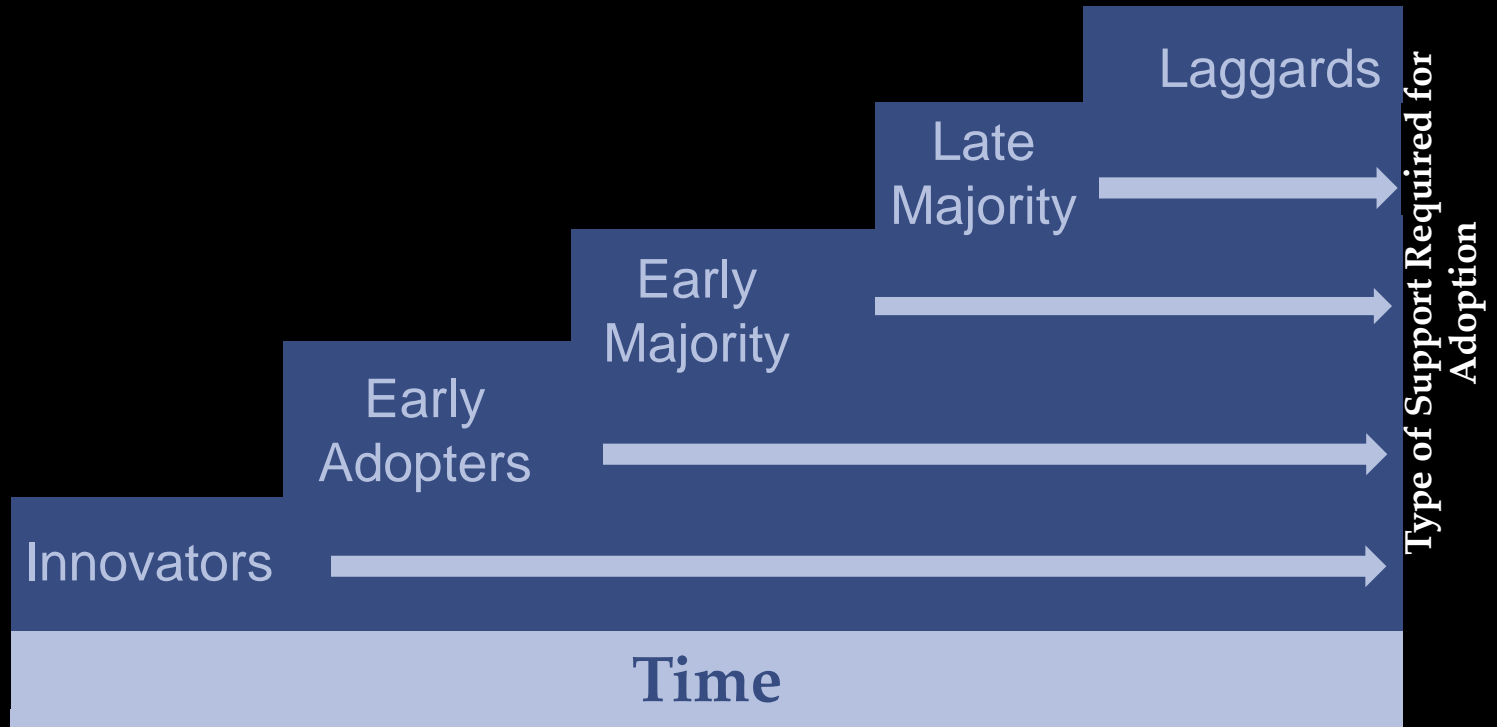
& Evaluation

& Trial

& Adoption



Tools I will use	Timing(s) of use	At what level does the tool provide info?					Notes
		Aware	Know	Adopt	Adapt	+ = Advantages × = Disadvantages	
		√ = Likely ● = Possibly					
Demonstration	1/1	√	●	●	●	+ High impact × Limited audience	
Email	1/12	√	√	●	●	+ Fast + Cheap × Likely to be ignored	



advertising

Technology newsletter  
article or ad

Show  
testimonials on  
lunch room tvs

Web site news

Interactive computer  
presentation

create a user group

Introduce at  
Community of  
Practice

Training Workshop

Posters

Email to university

Staff Orientation/  
Induction

Dept Meeting

Build into new staff  
pre-agreement  
packet

Create a  
Community of  
Practice Online

Presentation

Demonstrations

Pilot

Lunchtime  
Presentations

University  
Newsletters

Training manual

Special Event

Internal Conference

where?



# Innovation's perceived attributes:

1. relative advantage,
2. compatibility,
3. complexity,
4. trialability, and
5. observability of results

### Innovation's perceived attributes:



- relative advantage,
- compatibility,
- complexity,
- trialability, and
- observability of results

### Stages in individual adoption:

- Awareness
- Interest
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### Innovation's perceived attributes:

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### Innovation's perceived attributes:

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### Stages in individual adoption:

- Awareness
- Interest
- Evaluation
- Trial
- Adoption



- & **relative advantage** – you have access to your eTexts where ever you have a device
- & **compatibility** – you can use your pc mac, or smart device and you can use it for note-taking just like you do a regular book
- & **complexity** – 5 minutes to download and you are set
- & **trialability** – you can try it now free
- & **observability of results** – you will see how easy, fast, and useful it is

what do you say?



- & **relative advantage** – I found it is MUCH faster than the old system
- & **compatibility** – I didn't need to change much of my old presentations at all
- & **complexity** – it did take me a couple of minutes to find things, but now its pretty easy
- & **trialability** – I got a free 30-day trial
- & **observability of results** – look how much better my slides look

get that testimonial

{ tie it together

& understand the barriers

- ⌘ what people face

- ⌘ what you can manage

& plan for them

& define success

& plan for success

& go beyond 'what's new'

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